



Actions That Make A Difference

Public Education

For the public to endorse “Put It Down,” it needs to understand the dangers and potential deadly consequences of distracted driving. One of the best ways to provide that information is through public education. To effectively educate people means using all the tools at the campaign’s disposal—company newsletters, special events, media outreach and even one-on-one contacts between individuals. It’s letting people know that when they decide to drive while distracted, they are not only a danger to themselves, but to everyone on the road around them.

Creating an Environment for Change

Public education can do more than just inform people of the dangers of distracted driving, it can also create an environment for change. By focusing on messages that work, public education can build increased understanding and support for local “Put It Down” partnerships and enforcement efforts.

It's this dynamic combination of increased enforcement and public education that has proven effective in changing behavior. While public education may alter the attitudes of people who won't “Put It Down,” it may not be enough to change their actions. When you combine public education with increased enforcement of laws prohibiting texting and talking on hand-held devices, people begin to get the message that this unsafe behavior will not be tolerated.

Messages That Move the Public: It's Time to “Put It Down”

When drivers engage in distracted driving behaviors, they are not only a danger to themselves, but to everyone else on the road around them.

Drivers Simply Can't Do Two Things At Once.

According to the Insurance Institute for Highway Safety, drivers who use hand-held devices while driving are four times as likely to get into crashes serious enough to injure themselves or others.

Deadly Behavior. In 2008 alone, nearly 6,000 people died and more than half-a-million injuries occurred simply because people were not paying attention to the road. People's conversations can wait. The chances of causing a crash that could ruin lives is just too great.

Young Drivers Are Especially At Risk. Young drivers are at risk of distracted driving—especially men and women under 20 years of age. Their lack of driving experience can contribute to critical misjudgments if they become distracted. Not surprisingly, they text more than any other age group and the numbers of young drivers who text are only increasing.

Everyone Has a Role. We all have a stake in solving this problem, and we can all be a part of the solution. We must put our phones down; be a good example to our children, peers, and community; and insist that when riding with others they do the same.

Set the Example and Educate

- Join the “Put It Down” partnership in your community.
- Simply “Put It Down.” Don’t engage in distracted behaviors while driving.
- Ask friends, family and co-workers to put their phones down while driving.
- Prohibit driving-age teenagers from talking on a cell phone or texting while driving.
- Work with advocacy groups that work to ban hand-held cell phone use and texting.

